

CONTRACT

WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

Contract / Revision 813721 /		Alt Order #
Product OH US SEN JOSH MANDEL AUG 28-SEPT 3		
Contract Dates 08/28/12 - 09/03/12		Estimate # 2635
Advertiser Mandel, J/US Senate/R		Original Date / Revision 08/27/12 / 10/01/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WOIO	Account Executive House WOIO/WUAB	Sales Office Cleveland Local
Special Handling Cash In Advance		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Strategic Media Placement.
7669 Stagers Loop
Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	08/28/12	08/31/12	Action News at 6a	6-7a		:30			NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	-TWTF--				4	\$125.00			
N 2	WOIO	09/03/12	09/03/12	Action News at 6a	6-7a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	M-----				1	\$125.00			
N 3	WOIO	09/01/12	09/01/12	Sat Early Show	9-11a		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	-----S-				1	\$100.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	08/27/12-09/02/12	Sat Early Show	9-11a	-----Sa--	:30		\$100.00	NM		
			Credited									
N 4	WOIO	09/02/12	09/02/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	-----S				1	\$450.00			
N 5	WOIO	08/28/12	08/30/12	Price is Right	11a-12p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/27/12	09/02/12	-TWT---				3	\$525.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	08/27/12-09/02/12	Price is Right	11a-12p	-TuWTh----	:30		\$525.00	NM		
			Credited									
	2	WOIO	08/27/12-09/02/12	Price is Right	11a-12p	-TuWTh----	:30		\$525.00	NM		
			Credited									
	3	WOIO	08/27/12-09/02/12	Price is Right	11a-12p	-TuWTh----	:30		\$525.00	NM		
			Credited									
N 6	WOIO	09/03/12	09/03/12	Price is Right	11a-12p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/03/12	09/09/12	M-----				1	\$525.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	09/03/12-09/09/12	Price is Right	11a-12p	M-----	:30		\$525.00	NM		
			Credited									
N 7	WOIO	08/28/12	08/31/12	Action News at Noon	12-1230p		:30			NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
813721 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/28/12 - 09/03/12	OH US SEN JOSH MAN	2635

<u>Advertiser</u>	<u>Original Date / Revision</u>
Mandel, J/US Senate/R	08/27/12 / 10/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
												Totals	
													Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/27/12	09/02/12	-TWTF--				4	\$475.00				
N 8	WOIO	09/03/12	09/03/12	Action News at Noon	12-1230p		:30			NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/12	09/09/12	M-----				1	\$475.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	1	WOIO	09/03/12-09/09/12	Action News at Noon	12-1230p	M-----	:30		\$475.00	NM			
													Credited
N 9	WOIO	08/29/12	08/31/12	CBS Soaps	1230-2p		:30			NM	2	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/27/12	09/02/12	--W-F--				2	\$600.00				
N 10	WOIO	09/03/12	09/03/12	CBS Soaps	1230-2p		:30			NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/12	09/09/12	M-----				1	\$600.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	1	WOIO	09/03/12-09/09/12	CBS Soaps	1230-2p	M-----	:30		\$600.00	NM			
													Credited
N 11	WOIO	08/28/12	08/30/12	Action News at 5p	5-6p		:30			NM	2	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/27/12	09/02/12	-T-T---				2	\$500.00				
N 12	WOIO	09/03/12	09/03/12	Action News at 5p	5-6p		:30			NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/12	09/09/12	M-----				1	\$500.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	1	WOIO	09/03/12-09/09/12	Action News at 5p	5-6p	M-----	:30		\$500.00	NM			
													Credited
N 13	WOIO	08/28/12	08/31/12	Action News at 6p	6-630p		:30			NM	4	\$2,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/27/12	09/02/12	-TWTF--				4	\$700.00				
N 14	WOIO	08/29/12	08/31/12	CBS Evening News	630-7P		:30			NM	2	\$1,300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/27/12	09/02/12	--W-F--				2	\$650.00				
N 15	WOIO	09/03/12	09/03/12	CBS Evening News	630-7P		:30			NM	1	\$650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/12	09/09/12	M-----				1	\$650.00				
N 16	WOIO	09/02/12	09/02/12	SU Action News at 630p	630-7p		:30			NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/27/12	09/02/12	-----S				1	\$500.00				
N 17	WOIO	08/29/12	08/30/12	Inside Edition	730-8p		:30			NM	2	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/27/12	09/02/12	--WT---				2	\$500.00				
N 18	WOIO	09/03/12	09/03/12	Inside Edition	730-8p		:30			NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/12	09/09/12	M-----				1	\$500.00				
N 19	WOIO	08/28/12	08/31/12	Action News at 11p	11-1135p		:30			NM	4	\$4,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/27/12	09/02/12	-TWTF--				4	\$1,000.00				
N 20	WOIO	09/03/12	09/03/12	Action News at 11p	11-1135p		:30			NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/03/12	09/09/12	M-----				1	\$1,000.00				

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 21	WOIO	09/01/12	09/01/12	Lt Sa Action News at 11p	11p-2a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				1	\$375.00			
N 22	WOIO	09/02/12	09/02/12	Lt Su Action News at 11p	11p-2a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				1	\$400.00			
N 23	WOIO	09/03/12	09/03/12	Mon Hour 1	8-9p		:30			NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$1,300.00			
Totals											33	\$19,000.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/03/12	33	\$19,000.00	\$16,150.00
Totals	33	\$19,000.00	\$16,150.00

Signature: _____ **Date:** _____

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